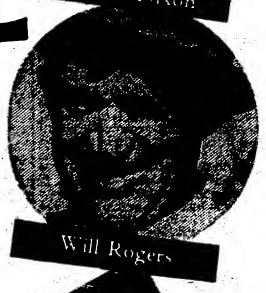
You get them ALL in the FOX May FESTIVAL

Janet Gaynor

Marian Nixon

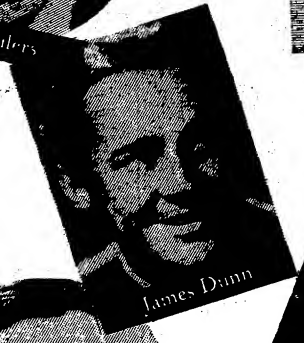
Henry Garat

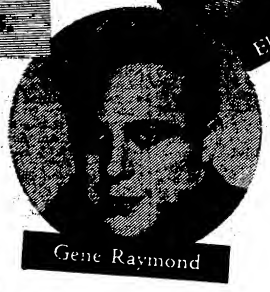

Will Rogers

FOX provides a veritable torrent of talent for this box office celebration!...every name with a definite draw. Something to sing about... to *shout* about. Worth a special photographic lobby display! They'll make May your biggest month in *years*.

Sally Eilers

Elissa Landi


James Dunn

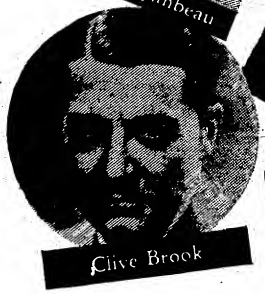

Gene Raymond

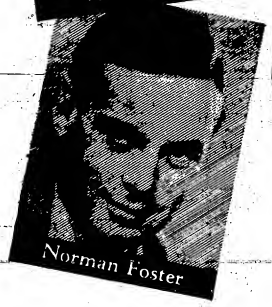
Loretta Young

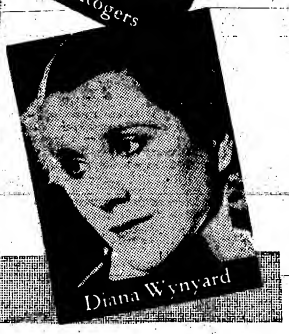
Marjorie Rambeau

Victor Jory

Buddy Rogers


Clive Brook


Norman Foster


Diana Wynyard

In these pictures:

Zoo In Budapest with Loretta Young. Jesse L. Lasky hit that reviewer Jimmy Starr nominates: "THE picture of the year!"

Janet Gaynor and Henry Garat in **Adorable.** With the happy, tuneful romance of "Sunny Side Up."

James Dunn and Sally Eilers in **Hold Me Tight.** It will boost them to a new popularity high.

Jesse L. Lasky's **The Warrior's Husband** with Elissa Landi. Booked into Radio City Music Hall ... just watch it.

5c a Glass with Buddy Rogers, Marian Nixon. A picture and a title showmen dream about.

State Fair. Biggest repeat-booking clean-up in industry history.

Cavalcade. Nationwide mop-up at popular prices.

Here's to MAY!

Exploitation

(Continued from page 21)

that fact announced before the game.

For the pro game he has already arranged for one of the players to be made up as Brown and take his place in an extra innings played before game is actually called. Special throwaways will urge all to come early and see Elmer make his debut on the local grounds. Figures that the picture will sell strongest to the ball fans, so he's going after them in a big way.

Got the Crowd

Working to a hard-boiled crowd, a hustler was hard up for something that would make them talk. He got the old poster in a barrel for a good stand on the big street, but after standing for half an hour in a doorway and seeing only two people look in, he figured they knew that one.

He went around to the police station for a chat with the captain and then showed up at the barrel with a lid, which he slipped over the top and then took a walk around the block. Getting back he lifted the lid cautiously, started back in apparent fear, pulled a gun out of his pocket and fired two shots into the barrel. Then he put the lid back and went away, but not so far that he could not see that a hundred people were milling around the barrel. All got a look, for the late comers did not take the word of the early birds that it was just a fake.

The shooting was repeated and with the same results until the hustler had to get back to the theatre a couple of hours later. Meanwhile the whole downtown section was talking about the stunt.

The trip to the police station was to get a permit to do the shooting and proved to be a wise precaution, for three cops had to be convinced.

Summer Snap

Figuring that beer is going to cut more or less of a figure in summer outings, owner of a house just a nice auto distance from a nearby city, along a picturesque road, is adapting the dinner and show idea which worked nicely for the winter in many spots.

He has obtained the addresses of several hundred auto owners in the city and plans to circularize them regularly from June 1 on a combination of show and dinner show and supper; meals to be supplied at a semi-roadhouse near the theatre.

Card programs carry the week's bill on one side and the dinner and supper menus on the other, the latter being changed as regularly as the film fare. Program and $1 a head entitles the holder and party to a dinner and a ticket to the show. Supper, which is served only after 9 p.m., is 60c, including the theatre ticket. Offer is limited only to the program holders. Theatre gets full price for the tickets, in consideration of looking after the printing and mailing. Restaurant looks to the beer trade for its profit.

Argument is a nice ride, a meal and a show just an easy distance from town.

'Bedtime' Babies

Unless there is danger of a bump from the authorities, a baby is going to be the best seller for Chevalier in 'A Bedtime Story.' Bumps can be avoided by consulting the authorities in advance.

If the weather permits and the lobby is large enough, the child should be parked there, with a nurse in attendance. The nurse should be pretty and if she looks like Helen Twelvetrees that won't hurt, but the main point is to get a demure attendant who looks well in a nurse's uniform.

They should be given an enclosure rather larger than the usual play crib sold in the stores and the baby should be provided with a number of toys, which can be promoted from a local store in return for a card.

Feeding and sleeping times should be observed, and if possible a man should sing Chevalier's songs now and then. Otherwise pipe lullabies through the loud speaker, but keep the soft pedal on.

Would not hurt any to enlist the newspaper to find a name for the baby, particularly if the child is young.

For Baby Faces

Variant on the beauty pageant that will probably get most of the regulars excited can be worked on 'Baby Face' by offering a few prizes for the local girl who most nearly qualifies for the title.

Instead of the usual parade, the girls should be shown singly within a frame, properly lighted, and voted on by number instead of being acclaimed by applause.

Frame should be of gilt about 30 by 36 inches, with a top and side lights hidden by drapes. The lights should not be too strong, with the top superior to the side lighting. Best mixture is a blue and an amber for each three white bulbs. There should be a light silk curtain across the frame to permit the girls to pose themselves, and each girl gets a half-minute viewing. Make-up and even wigs should be permitted ad lib.

Just to be a little different if considered desirable, the girls can take their places by their ballot boxes as the audience is leaving the theatre.

Ran Two Contests

Most of the city theatres playing 'Secrets' have hooked to the ready-made contest arranged by U. A., but William Saxton, of the Loew theatres, Baltimore, built on that by laying off the contest to the 'Post' and then tying in the 'News' to another contest in which a loving cup will be given the married couple who can prove their right to the long-distance record. All couples married more than 50 years will be presented from the stage, with the cup going to the seniors.

The oldest married couple gag is always a wow the first time used, and in some instances it has been worked up into almost a civic function with some local hotel promoted to give a dinner to the entrants and the usual array of prominent persons.

Another good gag is to invite the very recently married on the proposition that they need the lesson of the story more than the seasoned veterans.

Pep Talks

Two managers on a circuit recently held pep talks. Something was necessary to offset the effect of salary cuts and the generally depressed feeling.

One of the men gave the boys a long harangue ending up with the warning that unless they could keep business from slipping there would probably be another cut.

The other man went at it in a different fashion. He admitted that business was bad, and was willing to agree that perhaps it was not altogether their fault. 'But there must be some business in this town,' he wound up, 'and I want you all to go out and help me get it. Talk to your friends. Get them to talk to their friends. Let's put this house so far back into the black that I can wrangle with the home office to get the cuts restored.'

That seemed to hit the spot. The cuts are not lifted yet, but the house is creeping up because every man and girl on the staff is hustling to sell the idea to their friends.

Mickey, Pioneer

From word to United Artists it would appear that Mickey Mouse is pioneering the jigsaw puzzle idea in the Latin-American countries. U. A. has prepared cuts for newspaper jigs, and these are being run in practically all of the larger cities in South America, with the possibility that Mickey will start the regular jiggle fad in some spots.

Meantime it's the works for the theatres handling the cartoons, for the newspapers are advertising the puzzles, one exhibit being a Mickey 20 inches tall used by the 'Critica' of Buenos Aires to forecast the printing of the puzzle. There are several in the series, with the result that siestas are being given up to get the mice reassembled.

Giveaway Competish

Los Angeles.

Gus Metzger, president of the Southern California independent theatre owners, is the first Coast indie to emulate Fox West Coast in the giveaway of autos. Metzger is awarding two cars to patrons at his Fairfax, here. F-WC is giving one car away for five houses.

Big 'Golddiggers' Bally

The largest press book ever on any picture is being turned out by Warner Bros. for 'Golddiggers.' It will contain 48 pages and carry a supplemental 12 full newspaper-size pages of ads. More than double the usual amount of accessories are being prepared for the musical.

R. C. House Organ

In addition to distributing organ at RKO theatres in Greater New York, a large mailing list has been worked up for 'Radio City News,' house organ for R. C. theatres. Organ is being written and published under direction of Terry Turner.

'Wax' Bally

St. Paul.

Ev Seibel, Riviera manager, tied up his 'Wax Museum' with the 'Mystic Caverns' Waxo, a mechanical man. Waxo is E. H. Chaulsett, more than 15 years in the biz, whose top feat is standing for 37 minutes without blinking his eyes.

Song Plug, Giveaways

St. Paul.

Paul Adams, manager of the World, tied in the song 'Be Mine Tonight' with a downtown music store, getting the store to employ two piano pounders to play the hit in the street windows from noon till 5 p. m. Stunt worked so well that nearly 2,800 copies of the sheet music made the cash registers buzz the first week.

Adams has abandoned German product temporarily and is now concentrating on 'Mussolini Speaks.' Besides circularizing the Italian section of the burg with throwaways, Adams is spreading toy airplanes lettered in Italian, tossing 'em on every countryman's doorstep. The planes carry the message that the World is showing Mussolini in just another seven days and that every child in the neighborhood who missed getting a plane in the canvass may get one by calling at the World box office during the run of the pic.

Papers Ease Up

Hartford.

For the first time in ten years Hartford newspapers let down the barriers on exploitation and Strand Theatre is first to cope with the new situation. Manager J. F. McCarthy was first to spring an exploitation stunt which brought little more than 1,100 responses with fifty pairs of passes given away to see 'Secrets' with Mary Pickford. The stunt consisted of a published photo of Mary Pickford asking readers to submit the measurements of the star.

With Katherin Hepburn, booked in for 'Christopher Strong,' the Strand theatre took advantage of her being a local girl and as a result tied up with various organization on invitation features. To further emphasize her abilities the Strand also hooked in with another local organization, which sold many thousands of tickets on a percentage basis.

Good in Seattle

Seattle.

Baby contest to find double for Baby Leroy of 'A Bedtime Story' (Par) at Fifth avenue last week, run in co-op with Seattle 'Star,' brought out 200 entries. Got several front page stories and gobs of other publicity. Cost was $100 in prizes to winners. Closing day Star ran four pixes of local 'doubles' along with Baby Leroy on front page of second section.

Dog for Safety

Macon, Ga.

Silver King, famous dog of the movie picture world, arrived in Macon Thursday (4) for a three-day visit with the school children of the city. Accompanied by his owner and trainer Arthur Butler, Silver King is doing his stunts at crossings in front of the schools and showing his gold teeth to the admiring kiddies.

Visit is sponsored by the National Safety Council and the Silvertown Safety Club.

Mansfield B.O.s Chillers

Hollywood, May 8.

W. Duncan Mansfield, film editor, is using his own bankroll for a series of horror shorts, aimed the state rights market.

Incorporations

New York

Albany, May 8.

234th Street Airdrome, Inc., Manhattan; realty, theatrical; 50 shares, no par.

Barnes Airdrome, Inc., Manhattan, realty, theatrical; 50 shares, no par.

Bronxdale Theatre, Inc., Manhattan; realty, theatrical; 50 shares, no par.

222nd Street Airdrome, Inc., Manhattan; realty, theatrical; 50 shares, no par.

Victory Airdrome Equipment, Inc., Manhattan, realty, theatrical; 50 shares, no par.

Rubinoff Orchestras, Inc., Manhattan; amusements, theatres; 200 shares, no par.

Mamyer Operating Co., Inc., Manhattan; theatrical; 100 shares, no par.

Twentieth Century Pictures, Inc., Manhattan, theatrical enterprises; 10,100 shares, 10,000 preferred, $100; 100 shares, no par.

Operetta, Inc., Manhattan; pictures; 100 shares, no par.

Jason Amusement Corp., Kings; pictures; 100 shares, no par.

S. & J. Theatre Corp., New York, theatricals; $5,000.

Salient Picture Corp., Manhattan; pictures; 200 shares, no par.

J. A. D. Corp., New York; pictures; 50 shares, no par.

Change of Names

From Forward Pictures Corp. to N. Y. Eagle Pictures Corp.

California

Sacramento, May 8.

Metrotone, Inc. Capital stock, 250 shares, none subscribed. M. E. Marshall, Roger Marchetti, A. V. Falcone.

Angelus Productions. Capital stock, 100 shares, all subscribed. David Welts, R. F. Judell, Lee Mohrman.

Permits to sell stock issued to:

Kelly, Bischoff and Saal Productions, Inc. M. p. productions. To issue three out of 1,000 shares, no par.

Judgments

Los Angeles

Rainbow Gardens; Charles B. Montalbano; $535.

Josephine Sedgwick; Fox West Coast Theatres, Inc., Loew's State theatre; costs.

George M. Bly; Bay Amusement Co.; costs.

Josephine Sedgwick; Fox-West Coast Theatres, Inc., costs.

Spring Valley Theatre Corp.; Columbia Pictures Corp.; $686.

H. N. Y. Theatre Corp.; Columbia Pictures Corp.; $241.

H. N. Y. Theatre Corp.; RKO Distributing Corp.; $31.

H. Morris Markowitz; First Division Exchanges, $179.

Willard Mack; Century Play Co.; $121.

A. J. Stasing Music Co.; Edward G. Nelson; $3,030.

Stock Market

(Continued from page 6)

assume the creditor's role, which is the position of bond holders. There hasn't yet been a dollar of actual inflation. Money is still at a high level in the U. S. Buyers of bonds would be merely spending high value money for a yield in debased money and ultimate payment of their debt in money still more debased if inflation were certain.

It is otherwise with holders of stocks, which represent partnerships in business which sells goods for high price in depreciated money and pay dividends in like ratio. If goods are high in terms of cheap money, partnerships pay large profits. Hence the significance of stock prices that stand still and bond prices that push ahead. The situation last week certainly forecast expectation somewhere that the President might prick the bubble.

Stubborn Short Interest

Another signal marketwise was the very trifling decrease in the outstanding short interest as reported by the Exchange for May 1. From April 3 to May 1 the short interest declined 3.4%, contracting only 49,544 shares to 1,415,330 shares. Still more significant, during the entire period of the inflation—from the end of the bank holiday until May 1—the short interest actually increased. The figures are 1,343,901 shares for the short account May 14, the smallest in two years, compared to the May 1 total of 1,415,330.

The meagreness of the covering movement—it amounted to about 12,000 shares a week on an average from April to May—certainly argues a stubborn attitude on the part of the bears who, until the issue of inflation is conclusively settled, have as much chance to be right as the bulls. It seems reasonable to assume that those who have been selling stock short—which is another way of going long on money—have been buying bonds. This would explain a situation that has puzzled financial observers during the entire market flurry, now three or four weeks long. That is the advance of bonds abreast of stocks, the two things being irreconcilable as growing out of inflation expectations.

Condition in the Street seems to have been that there were two parties, one gambling on some sort of extreme inflation and stocks, and the other coppering that position by selling stocks and buying bonds. The group that leaned to bonds undoubtedly had some insurance for their position in the clear improvement of business since the new administration came into power. At least, if inflation came and there was a price recovery, their bonds (most of them selling now at receivership prices) would be saved from collapse, even if they did not return a relatively high yield in depreciated money. The announcement that the President would clarify the administration's policies in certain respects, crystallized the whole situation late last week. Pending his remarks—that is to say during Friday and Saturday—the inflation partisans appeared, from the performance of the tape, to have backed down rather precipitately, taking profits with a good deal of urgency in stocks, while the bond owners appeared to be standing by their guns. Clearly in the last two days of last week the speculative situation changed in the Street. From being one-sided toward inflation and a runaway market, it became distinctly a hedging affair in stocks.

There probably was not a very considerable long play in the amusement stocks. Their performance during the brisk upturn—it reached something like 33% in the general industrial list—precluded any possibility that any important investment buying was coming into the group. Rather it seemed likely that cliques here and there gave their amusement favorites a brief whirl and took narrow profits when it was possible. Loew's, for instance, which has the strongest market following in the group (if indeed it is not the only common stock among the theatre issues that has any following at all) climbed to a new top on the movement at 17¾, moving slowly despite important looking turnover.

On Saturday there were signs of profit-taking, with only one exception. Loew's had a rather sharp run-up Thursday morning, moving in good sized blocks with an appearance of determined bidding up. It might have been no more than the climax of a speculative operation, but for the first time the stock got into the movement with some gusto instead of trailing. At its best of the recovery Loew's was still below its extreme bottom of 1932, while most of the leaders were making peaks above those of last September's climb.

Meanwhile, Loew's bonds were making steady, quiet progress. The Old Keith liens were going ahead in a similarly impressive fashion and the two Paramount loans climbed out of their recent rut, although in not quite so impressive a manner. The Par bonds and the Warner debentures have lately been subjected to spectacular rises and declines which suggests that they are being used as a purely speculative medium. In a lesser way the same applies to the Pathe 7's. But the Loew and Keith liens seem to have attracted some substantial support, partly speculative probably, but with some appearance of investment buying. At least some such inference may be taken from the ticker performance of the theatre stocks and bonds.

Largest gain in any of the theatre common stocks appeared in Loew's at 1¼ net at 16¾, while the same company's bonds jumped 7 points net at 72, where they closed, best on the recovery from 48. Keith's was up 8 net at 42, a new high for the year, while a single sale of Pathe bonds marked up a loss of 6½. Old Par-Famous 6's gained ¾ at 7 after touching a fraction above that and the Par-Publix 5½'s gained 1½, again establishing its heavy premium over the older obligation.

The Friday and Saturday retreat was scarcely a rout, but it was the first real break in a solid advance for more than three weeks. Kodak made a new top for the year at 67½, but closed the week at 65 unchanged. Loew's senior stock gained 4⅝ at 53¼ after touching 54, its best on the April-May recovery.

There were signs of new interest in a number of lesser issues in the theatre family, minor straws perhaps showing the direction of the winds of new business activity, or perhaps merely individual speculative campaigns. Both Consolidated Film stocks made relatively important gains and held most of them. There was a stir in Columbia, which made a double top for this year and longer, at 12, but reacted to 10⅝. Radio Corp. turned over in enormous volume, touching a new high spot for the year at 8¼, but losing part of the week's gain, with a close of 7¼, net ⅞ up. Universal, the only 'inactive' to make its appearance, jumped 2½ to 12½ and closed at the top.

Summary for week ending Saturday, May 6:

STOCK EXCHANGE

1933 High.	1933 Low.	Sales.	Issue and rate.	High.	Low.	Last	Net chg. for wk.
1⅝	⅞	100	American Seat	1¼	1¼	1¼	− ¼
4¼	1¾	2,000	Consol. Film	3¼	2⅝	3⅛	+ ½
12	6⅝	7,700	Columbia P. vtc	12	9⅛	10⅝	+ ¾
11⅞	5⅞	5,100	Consol. Film pfd	8¾	7⅞	8½	+ ⅛
67½	46	32,400	Eastman Kodak (3)	67½	63¼	65	
2½	¾	10,400	Fox, Class A	2¼	1⅞	2⅛	+ ⅛
21	10½	91,400	Gen. Elec. (40c.)	21	19	20½	+1
14	8	.....	Keith pfd	..	..	10 bid	
21½	8½	44,500	Loew (1)	17¾	15⅝	16¾	+1¼
56½	35	1,300	Do pref. (6½)	54	50	53¼	+4⅝
4	1⅝	1,300	Madison Sq. Garden	4	3½	3½	
19	18½	500	Met-G-M pref. (1.80)	18	16⅞	18	+2¼
5	1¼	.....	Orpheum pfd	..	..	1¼ bid	
⅞	⅛	900	Paramount cfs	¾	⅝	⅝	+ ⅛
⅝	¼	4,200	Pathe Exchange	⅝	½	⅜	
2½	1¼	1,800	Pathe, Class A	2½	2	2	− ½
8¼	3	599,200	Radio Corp	8¼	6⅝	7¼	+ ⅞
3⅝	1	13,200	RKO	2¾	2⅛	2⅜	+ ⅛
15⅝	10¾	90	Universal pref	15⅝	11½	12½	+2½
3	1	34,700	Warner Bros	3	2⅝	2⅝	− ¼
9⅝	4¼	.....	Do pfd	..	..	5 bid	
37¼	19⅝	128,900	Westinghouse	37¼	34¾	35⅝	− ⅜

CURB

1933 High.	1933 Low.	Sales.	Issue and rate.	High.	Low.	Last	Net chg. for wk.
11	7	100	Columbia Picts	9	9	9	+ ⅝
⅝	⅛	1,000	Gen. Thea. E. pfd	¼	¼	¼	+ ⅛
4⅝	2⅝	7,000	Technicolor	4⅝	3⅞	4¼	+ ⅝
2	1⅛	1,400	Trans Lux	2	1⅞	2	+ ¼

BONDS

1933 High.	1933 Low.	Sales.	Issue and rate.	High.	Low.	Last	Net chg. for wk.
2⅛	1	$40,000	Gen. Thea. Eq. '40	2¼	1⅞	2	− ⅛
42	29½	31,000	Keith 6's, '46	42	36	42	+8
84½	48	47,000	Loew 6's, '41	72	66	72	+7
72	47½	1,000	Pathe 7's, '37	62	62	62	−6½
16⅞	4½	34,000	Par-Fam-Lasky 6's, '47	7½	6	7	+ ¾
16¼	5¾	45,000	Par-Pub 5½'s, '50	9½	7⅞	9⅞	+1½
10	8½	.....	RKO debs 6's	..	..	..	
26¼	12	119,000	Warner Bros. 6's, '39	25⅝	22½	[illegible]	− ½

N. Y. Produce Exchange

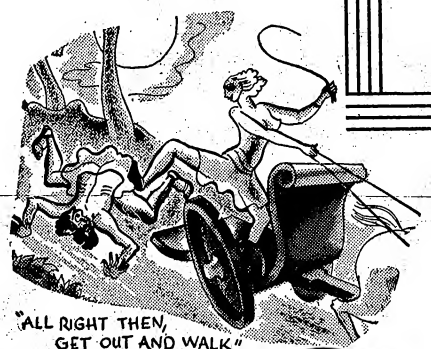
50	17	10,000	Par-Pub	50	27	[illegible]

Over the Counter, N. Y.

Bid.	Asked.					
⅛	1	.....	Roxy, Class A	..	..	..

Something different

IN NEWSPAPER ADS



Something new in theatre advertising...to do justice to this uproarious Jesse L. Lasky production. They'll stand out on your newspaper page like a sunflower in a bed of pansies. They're the answer to how to get *the most* out of this sure-fire comedy. The drawings on this page are illustrations from the ads on the FOX press book. Get it and get rich!

THE WARRIOR'S HUSBAND

with

ELISSA LANDI

MARJORIE RAMBEAU ERNEST TRUEX

DAVID MANNERS

From the play by Julian Thompson
Directed by Walter Lang
JESSE L. LASKY Production

HIT NO. 4 IN THE FOX *May* FESTIVAL

Moratorium on Anti-Trust Law Proceedings Welcomed All Around

Waiving of anti-trust laws, as incorporated in Roosevelt's emergency platform to aid industry, is being welcomed by independent exhibitor leaders as well as distributors. But, each side has its own version as to how it will work.

Distribs see the re-legalizing of zoning, compulsory arbitration, uniform contract, credit committees, complete block booking—all of the practices ruled out by the Federal Trade Commission and Court on the anti-trust angle.

The indie picture is that President Roosevelt will rule against 'film hoarding' as it is now claimed to be represented in the big-run theatres of the country. Roosevelt, indies feel certain, will make it possible for all exhibitors who have the money to be able to buy pictures on the auction block—that any indie who has the price can become a first-run.

Fair arbitration methods are endorsed by the indie.

From indications now there will be one great round table in Washington and plenty of film bickering if the President declares an anti-trust holiday.

4,200-Seat Ex-Publix Mpls. Showcase May Again Become Par's

Minneapolis, May 8.

The Minnesota Amus. Co., Publix Northwest circuit in receivership, is reported to have the inside track in the competition to obtain a lease on the 4,200-seat Minnesota theatre here. It is expected that a deal will be completed this week. Local owners of the big deluxe showhouse, dark for more than a year, are entitled to possession of it as a result of an action brought against Paramount-Publix, its lessees since its opening five years ago. A suit also is pending against Paramount-Publix for unpaid rental.

The lease held by P-P called for a weekly rental of approximately $3,500 and the house is understood to have cost the defunct company more than $5,000 a week to carry, including taxes, etc., even when dark. It is reported that the new lease will stipulate a starting rental of around $1,500 a week, just sufficient to pay taxes and ground rent.

Robert Driscoll, attorney for the owners, says that a number of parties are negotiating for the theatre. If the Publix circuit here gets the house it will continue dark throughout the summer and reopen in the fall.

Col. Plugging Beer, Tires, Shoes in New Tie-Ups

Hollywood, May 8.

Columbia has deals underway, or set, for the plugging of Schlitz beer, Goodyear tires and Florsheim shoes in its features in return for ballyhoo of the pictures by the commercial manufacturers.

Studio will send Dick Pritchard east this week to put the proposition before other manufacturers.

Zukor's Nephews to Have Own Ad Service

Les and Herb Kaufman, nephews of Adolph Zukor, identified with Paramount Publix for many years, are establishing an advertising-publicity service of their own to be known as Kaufman Associates, Inc.

With Publix seven years, Les Kaufman wound up Thursday (4) at the N. Y. Par for which he was doing publicity. Herb Kaufman, formerly managed the Criterion, N. Y. He has been 10 years with P-P.

Allied Exhibs Fight Free Films for Stores

Minneapolis, May 8.

Declaring that serious inroads on the incomes of exhibitors are threatened at a time when they are engaged in a life and death struggle for existence, the Northwest Allied States, independent exhibitors' organization, has launched a fight against 'the rapidly spreading menace of free store shows.'

Action was precipitated by announcement of the Sears, Roebuck branch here that it would offer 'free movies for children' on three successive Saturday mornings. Protests against these shows were despatched to the concern and to the Minneapolis Film Board of Trade. The latter was urged to refuse to supply film for the shows. A denunciation of this 'unfair competition' also was voiced by W. R. Frank, president of Northwest Allied States, in a statement to the trade press.

PAR'S BIG BALLY PLANS INSPIRED BY '42D ST.'

Big ballyhoo plans on a national scale for a half dozen or more of the 1933-'34 pictures scheduled is planned by Paramount. John C. Flinn, who has returned to New York from the Coast, will be in complete charge of this phase of exploitation.

The Warner '42nd Street' train idea, admittedly of boxoffice value to that picture, is said to have pointed the way for Par in decision to set up a special department on ballyhoo alone.

In addition to an international beauty contest for selection of a group of boys and girls to appear in one of the new season's productions, several pictures are in mind for the special b.o. bally and will get it if shaping. A hookup that ties in with the World's Fair indirectly is also in line. This is through an option by Par for the use of beauty contest winners in one of the 1933-'34 pictures. Winners will come out of a Chicago 'Tribune' contest in line with the Fair.

Alberni's Debt List

Los Angeles, May 8.

Bankruptcy schedule of Luis Alberni reveals liabilities of $8,137 and practically no assets. Many of the debts are to professional people both on the Coast and in New York.

These include Estate of Louis Wolheim, $1,400; Arthur Hopkins, $650; Sam Harris, $150; William Gill (commission) $450. William Boyd, $250; George Fawcett, $50; Wallace Ford, $25; Bob Armstrong, $150; Lee Tracy, $100; 'Standard Casting Directory,' $321; Erville Alderson, $100.

HUSTON RAY BANKRUPT

Huston Ray has turned to the U. S. Court in New York with his financial affairs.

Petition in bankruptcy filed by the pianist-orchestra leader gives total liabilities as $9,305 and no assets.

itle Fox's 'American'

Hollywood, May 8.

Fox's 'The American' has been retitled 'The Man Who Dared.'

Story is based on the life of Chicago's late Mayor Cermak.

Same Old Faces

Hollywood, May 8.

The same 'fierce savages' popping up in various African expeditionary pictures, and taking almost identical postures for the cameras, are rapidly destroying the illusion of African wildness, as portrayed in the jungle features. Natives, obviously, are dependable 'extras' of the dark continent who turn 'savage' to order at so much per.

Sidney Kandel of General Film Library discovered these repeaters in film acquired for stock from various African pics. Same thing is true of South Sea films, he says.

—From 'Variety's' Hollywood Bulletin.

Mono Moving In, Educa. Out of Its Own Coast Plant

Hollywood, May 8.

All producers on the Educational lot received notice Friday (5) to vacate their offices within the next three weeks as the entire studio has been leased to Monogram, with Educational probably moving its headquarters and production activities to the E. W. Hammons-Erpi owned studio, the Metropolitan.

Affected by the order are William Berke and Dallas Fitzgerald, producing independently, and Charlie Burr and Al Christie, who are making Educational shorts.

Transfer of Educational to the Met lot depends on the arrangement between the shorts company and Fox on the coming year's output.

Monogram's new season program of 26 features is to be budgeted at around $35,000, which raises the ante $10,000 per production over last year's allowance. Figured that a more generous expenditure will show a profit by widening the booking range of the indie output.

I. E. Chadwick, out as Monogram producer, says that the company owes him $18,000 and is demanding an accounting.

FOX GETS FIRST OKAY TO WORK ON DAM SITE

Hollywood, May 8.

Government has given permission to Fox to send the 'I Loved You Wednesday' company on location to Boulder Dam. Yarn has the dam written in several sequences.

First time a picture company has received permission to work at the dam. Heretofore government has only permitted a cameraman to go into the Colorado Gorge.

Dance in Theatre

Gov. Herbert Lehman, of New York, heads the list of sponsors of the benefit performance and dance for the relief of Jews in Germany, to be held at the old Roxy, New York, on Saturday (13). Also on the committee with Gov. Lehman are Howard S. Cullman, commissioner of the Port of New York Authority, and receiver for the theatre.

Tickets from Theodore Bedman, treasurer, 36 W. 69th St., New York City.

Picture Possibilities

'Man Bites Dog'—Favorable

'MAN BITES DOG' (Farce Comedy, Theron Bamberger, Lyceum). Newspaper play with a good comedy idea. Scenario would doubtless be better than original script. *Ibee.*

'Hilda Cassidy'—Unfavorable

'HILDA CASSIDY' (Drama, Robert Stephens, Inc., Beck). tory of a two women and one man triangle, in the tenements. Has color of a sort, but is not well worked out. *Ibee.*

'Little Ol' Boy'—Favorable

'LITTLE OL' BOY' (Drama, Henry Hammond, Playhouse). Story of a boys' reform school. Best of its type to date and should be worth while for screen. *Ibee.*

Par Self-Financing Its '34 Product From Current Receipts; 61 Next Year

Maj. Drops Programmers As Budget Is Tilted

Hollywood, May 8.

Majestic will have no regular program for the coming year, intending to sell each picture

Move was decided on at the recent New York convention, when it also was agreed to boost the ecost of Majestic's films to between $75,000 and $100,000.

Because of the budget boost, company will not complete its current year's program, which was sold as cheaper product. All coming pictures get the separate selling talk.

Mapestic expects to produce an average of one film a month. First to go in are 'Curtain at Eight,' starting this week, and 'Woman in the Chair,' May 25.

Company is readjusting its budget upward in the belief that with the elimination of dual bills a lower-priced product will not stand on its own.

MAYFAIR-ROYER PIX DEAL OFF; QUALITY

Hollywood, May 8.

Contract of Fanchon Royer, indie producer, to make a total of 12 pictures this year for release by Mayfair, has been cancelled following delivery of four productions. Differences arose, from information, when Miss Royer demanded more money. Mayfair contended pictures she had turned out so far for the company hadn't measured up.

With relations broken, Miss Royer will distribute independently through state rights.

Agents in Academy Only If Clients Get Sq. Deal

Hollywood, May 8.

Provision whereby agents pledge themselves to nullify contracts when, after a specified time, they have not obtained work for their clients, has been adopted by the Academy committee drafting the rules for an agent membership in the organization.

Two more meetings of the Academy committee will be held before the percentors are called in.

ERPI's Astoria Rental Figure at $600 a Day

Legal complications, involving the actual present ownership of the property, are still delaying Western Electric's occupancy of Paramount's Astoria studios.

Monday afternoon it was officially reported that the deal will be completed probably before Friday.

A complete working plan is reported set by the electric. On a rental basis, ERPI, furnishing carpenters and electricians, is understood ready to ask producers on an average of $600 per day.

Bill Jenkins Shifts

Bill Jenkins, former Publi division manager in the Texas territory and later a partner of R. J. O'Donnell over southern houses, has transferred to Atlanta, where he becomes associated with Arthur Lucas in the Lucas-Publix partnership in Georgia.

Shortly after the O'Donnell-Jenkins partnership was worked out for Texas, these Publix houses were pooled with those of the Interstate circuit.

John Corwin Smith, Majestic manager, stays with the Hoblitzelle force, as home office exec. Paul Short moves up from Southern Enterprises' Melba to replace Smith. A. R. Lever, hardly reinstalled at his Old Mill job, jerked to manage the Melba. Dick Foy, son of the late Eddie Foy, now hangs his hat at the Old Mill. Staffs at each house unchanged.

Preparing to begin production of the coming season's (1933-'34) product sometime in June, Paramount believes it will be able to carry the studio over the summer at normal capacity without going outside for money. Conserving its current film rental returns, company looks to this as its 'war chest' for production purposes between now and the fall.

Budget to cover the 61 pictures to be announced for the new year will be worked out in two or three weeks and be substantially lower than in past, probably calling for an average production cost of around $200,000 or under. Of the 61 pictures, one will be a Harold Lloyd production, financed as usual by Lloyd.

This season a total of 61 pictures will be delivered. Balance to come numbers 16, all of which are completed or in process of work. Of these, five release this month, six in June and five in July, new product beginning around Aug. 1. Par has been meeting release dates this season on the nose and hopes to be able to deliver as promptly next year.

Series of Sales Meets

Present plans of Par call for elimination for the first time of a national sales convention in favor of regional meetings.

Over the week-end (5-6-7) George Schaefer, his division and district managers met in Atlantic City to report on business this year and to estimate the possibilities for 1933-'34 along with discussion of sales plans. This conference was called by Schaefer with a view to get a line on what the new season offered the major companies, following various changes in business conditions, the theatre map, etc.

In a few weeks the first of the regionals will be held. These conferences on the new product and sales policies will be held in New York, Boston, Chicago, one on the coast, either Los Angeles or San Francisco, and one or two in the south, probably in Atlanta and another in Dallas, key exchange points.

RKO'S COMMITTEE TO SUPERVISE H. O. CUTS

While so far the latest economy trend at RKO, has been to eliminate bookkeepers mostly and minor clerks, further economies are looked for in the home office end of the theatre company, in the usual summer foray towards cutting down expenses. Towards this end, H. B. Franklin has set up a committee to survey the situation and make recommendations for cutting. It is headed by Walter L. Brown, representative of the Irving Trust, receiver in equity for RKO.

Serving with Brown on the committee are Herschel Stuart, O. R. MacMahon, Phil Stern and Paul Shucker. Shucker is one of the Wolf committee, a group of banker reps who have been surveying the RKO theatre financial setups for some months.

Shanberg & Woolf Score Point in Fox-Midland Plea

Minneapolis, May 8.

U. S. Circuit Court of Appeals has decreed in favor of Shanberg & Woolf of Kansas City in an action to compel Federal Judge Albert C. Reeves of Kansas City to receive and pass on their petition to stay the bankruptcy proceedings of the Fox-Midland circuit of Missouri. S. & W. contended that the theatres owned by them and under lease to Fox-Midland would be adversely affected unless the bankruptcy is stayed until determination of their motion for its permanent dismissal on the grounds of fraud and conspiracy. The circuit court recommended that they file another petition with Judge Reeves for a stay.

Shanberg & Woolf pointed out that considerable time necessarily must elapse before their motion for permanent dismissal can be heard because a large amount of testimony has to be taken in Los Angeles and elsewhere.

It is charged that certain alleged creditors are not creditors at all. One of these specified in the complaint is Chase National Bank of New York, with a claim of $1,000,000.

FOX *May* FESTIVAL

In these pictures:

Zoo In Budapest with Loretta Young. Jesse L. Lasky hit that reviewer Jimmy Starr nominates: "THE picture of the year!"

Janet Gaynor and Henry Garat in **Adorable.** With the happy, tuneful romance of "Sunny Side Up."

James Dunn and Sally Eilers in **Hold Me Tight.** It will boost them to a new popularity high.

Jesse L. Lasky's **The Warrior's Husband** with Elissa Landi. Booked into Radio City Music Hall ... just watch it.

5c a Glass with Buddy Rogers, Marian Nixon. A picture and a title showmen dream about.

State Fair. Biggest repeat-booking clean-up in industry history.

Cavalcade. Nationwide mop-up at popular prices.

Here's to MAY!

Exploitation

(Continued from page 21)

that fact announced before the game.

For the pro game he has already arranged for one of the players to be made up as Brown and take his place in an extra innings played before game is actually called. Special throwaways will urge all to come early and see Elmer make his debut on the local grounds. Figures that the picture will sell strongest to the ball fans, so he's going after them in a big way.

Got the Crowd

Working to a hard-boiled crowd, a hustler was hard up for something that would make them talk. He got the old poster in a barrel for a good stand on the big street, but after standing for half an hour in a doorway and seeing only two people look in, he figured they knew that one.

He went around to the police station for a chat with the captain and then showed up at the barrel with a lid, which he slipped over the top and then took a walk around the block. Getting back he lifted the lid cautiously, started back in apparent fear, pulled a gun out of his pocket and fired two shots into the barrel. Then he put the lid back and went away, but not so far that he could not see that a hundred people were milling around the barrel. All got a look, for the late comers did not take the word of the early birds that it was just a fake.

The shooting was repeated and with the same results until the hustler had to get back to the theatre a couple of hours later. Meanwhile the whole downtown section was talking about the stunt.

The trip to the police station was to get a permit to do the shooting and proved to be a wise precaution, for three cops had to be convinced.

Summer Snap

Figuring that beer is going to cut more or less of a figure in summer outings, owner of a house just a nice auto distance from a nearby city, along a picturesque road, is adapting the dinner and show idea which worked nicely for the winter in many spots.

He has obtained the addresses of several hundred auto owners in the city and plans to circularize them regularly from June 1 on a combination of show and dinner show and supper; meals to be supplied at a semi-roadhouse near the theatre.

Card programs carry the week's bill on one side and the dinner and supper menus on the other, the latter being changed as regularly as the film fare. Program and $1 a head entitles the holder and party to a dinner and a ticket to the show. Supper, which is served only after 9 p.m., is 60c, including the theatre ticket. Offer is limited only to the program holders. Theatre gets full price for the tickets, in consideration of looking after the printing and mailing. Restaurant looks to the beer trade for its profit.

Argument is a nice ride, a meal and a show just an easy distance from town.

'Bedtime' Babies

Unless there is danger of a bump from the authorities, a baby is going to be the best seller for Chevalier in 'A Bedtime Story.' Bumps can be avoided by consulting the authorities in advance.

If the weather permits and the lobby is large enough, the child should be parked there, with a nurse in attendance. The nurse should be pretty and if she looks like Helen Twelvetrees that won't hurt, but the main point is to get a demure attendant who looks well in a nurse's uniform.

They should be given an enclosure rather larger than the usual play crib sold in the stores and the baby should be provided with a number of toys, which can be promoted from a local store in return for a card.

Feeding and sleeping times should be observed, and if possible a man should sing Chevalier's songs now and then. Otherwise pipe lullabies through the loud speaker, but keep the soft pedal on.

Would not hurt any to enlist the newspaper to find a name for the baby, particularly if the child is young.

For Baby Faces

Variant on the beauty pageant that will probably get most of the regulars excited can be worked on 'Baby Face' by offering a few prizes for the local girl who most nearly qualifies for the title

Instead of the usual parade, the girls should be shown singly within a frame, properly lighted, and voted on by number instead of being acclaimed by applause.

Frame should be of gilt about 30 by 36 inches, with a top and side lights hidden by drapes. The lights should not be too strong, with the top superior to the side lighting. Best mixture is a blue and an amber for each three white bulbs. There should be a light silk curtain across the frame to permit the girls to pose themselves, and each girl gets a half-minute viewing. Make-up and even wigs should be permitted ad lib.

Just to be a little different if considered desirable, the girls can take their places by their ballot boxes as the audience is leaving the theatre.

Ran Two Contests

Most of the city theatres playing 'Secrets' have hooked to the ready-made contest arranged by U. A., but William Saxton, of the Loew theatres, Baltimore, built on that by laying off the contest to the 'Post' and then tying in the 'News' to another contest in which a loving cup will be given the married couple who can prove their right to the long-distance record. All couples married more than 50 years will be presented from the stage, with the cup going to the seniors.

The oldest married couple gag is always a wow the first time used, and in some instances it has been worked up into almost a civic function with some local hotel promoted to give a dinner to the entrants and the usual array of prominent persons.

Another good gag is to invite the very recently married on the proposition that they need the lesson of the story more than the seasoned veterans.

Pep Talks

Two managers on a circuit recently held pep talks. Something was necessary to offset the effect of salary cuts and the generally depressed feeling.

One of the men gave the boys a long harangue ending up with the warning that unless they could keep business from slipping there would probably be another cut.

The other man went at it in a different fashion. He admitted that business was bad, and was willing to agree that perhaps it was not altogether their fault. 'But there must be some business in this town,' he wound up, 'and I want you all to go out and help me get it. Talk to your friends. Get them to talk to their friends. Let's put this house so far back into the black that I can wrangle with the home office to get the cuts restored.'

That seemed to hit the spot. The cuts are not lifted yet, but the house is creeping up because every man and girl on the staff is hustling to sell the idea to their friends.

Mickey, Pioneer

From word to United Artists it would appear that Mickey Mouse is pioneering the jigsaw puzzle idea in the Latin-American countries. U. A. has prepared cuts for newspaper jigs, and these are being run in practically all of the larger cities in South America, with the possibility that Mickey will start the regular jiggle fad in some spots.

Meantime it's the works for the theatres handling the cartoons, for the newspapers are advertising the puzzles, one exhibit being a Mickey 20 inches tall used by the 'Critica' of Buenos Aires to forecast the printing of the puzzle. There are several in the series, with the result that siestas are being given up to get the mice reassembled.

Giveaway Competish

Los Angeles.

Gus Metzger, president of the Southern California independent theatre owners, is the first Coast indie to emulate Fox West Coast in the giveaway of autos. Metzger is awarding two cars to patrons at his Fairfax, here. F-WC is giving one car away for five houses.

Big 'Golddiggers' Bally

The largest press book ever on any picture is being turned out by Warner Bros. for 'Golddiggers.' It will contain 48 pages and carry a supplemental 12 full newspaper-size pages of ads. More than double the usual amount of accessories are being prepared for the musical.

R. C. House Organ

In addition to distributing organ at RKO theatres in Greater New York, a large mailing list has been worked up for 'Radio City News,' house organ for R. C. theatres. Organ is being written and published under direction of Terry Turner.

'Wax' Bally

St. Paul.

Ev Seibel, Riviera manager, tied up his 'Wax Museum' with the Mystic Caverns' Waxo, a mechanical man. Waxo is E. H. Chaulsett, more than 15 years in the biz, whose top feat is standing for 37 minutes without blinking his eyes.

Song Plug, Giveaways

St. Paul.

Paul Adams, manager of the World, tied in the song 'Be Mine Tonight' with a downtown music store, getting the store to employ two piano pounders to play the hit in the street windows from noon till 5 p. m. Stunt worked so well that nearly 2,800 copies of the sheet music made the cash registers buzz the first week.

Adams has abandoned German product temporarily and is now concentrating on 'Mussolini Speaks.' Besides circularizing the Italian section of the burg with throwaways, Adams is spreading toy airplanes lettered in Italian, tossing 'em on every countryman's doorstep. The planes carry the message that the World is showing Mussolini in just another seven days and that every child in the neighborhood who missed getting a plane in the canvass may get one by calling at the World box office during the run of the pic.

Papers Ease Up

Hartford.

For the first time in ten years Hartford newspapers let down the barriers on exploitation and Strand Theatre is first to cope with the new situation. Manager J. F. McCarthy was first to spring an exploitation stunt which brought little more than 1,100 responses with fifty pairs of passes given away to see 'Secrets' with Mary Pickford. The stunt consisted of a published photo of Mary Pickford asking readers to submit the measurements of the star.

With Katherin Hepburn, booked in for 'Christopher Strong,' the Strand theatre took advantage of her being a local girl and as a result tied up with various organization on invitation features. To further emphasize her abilities the Strand also hooked in with another local organization, which sold many thousands of tickets on a percentage basis.

Good in Seattle

Seattle.

Baby contest to find double for Baby Leroy of 'A Bedtime Story' (Par) at Fifth avenue last week, run in co-op with Seattle 'Star,' brought out 200 entries. Got several front page stories and gobs of other publicity. Cost was $100 in prizes to winners. Closing day Star ran four pixes of local 'doubles' along with Baby Leroy on front page of second section.

Dog for Safety

Macon, Ga.

Silver King, famous dog of the movie picture world, arrived in Macon Thurday (4) for a three-day visit with the school children of the city. Accompanied by his owner and trainer Arthur Butler, Silver King is doing his stunts at crossings in front of the schools and showing his gold teeth to the admiring kiddies.

Visit is sponsored by the National Safety Council and the Silvertown Safety Club.

Mansfield B.O.s Chillers

Hollywood, May 8.

W. Duncan Mansfield, film editor, is using his own bankroll for a series of horror shorts, aimed the state rights market.

Incorporations

New York

Albany, May 8.

224th Street Airdrome, Inc., Manhattan; realty, theatrical; 50 shares, no par.

Barnes Airdrome, Inc., Manhattan, realty, theatrical; 50 shares, no par.

Bronxdale Theatre, Inc., Manhattan; realty, theatrical; 50 shares, no par.

232nd Street Airdrome, Inc., Manhattan; realty, theatrical; 50 shares, no par.

Victory Airdrome Equipment, Inc., Manhattan, realty, theatrical; 50 shares, no par.

Rubinoff Orchestras, Inc., Manhattan; amusements, theatres; 200 shares, no par.

Mamyer Operating Co., Inc., Manhattan; theatrical; 100 shares, no par.

Twentieth Century Pictures, Inc., Manhattan, theatrical enterprises; 10,-100 shares, 10,000 preferred, $100; 100 shares, no par.

Operetta, Inc., Manhattan; pictures; 100 shares, no par.

Jason Amusement Corp., Kings; pictures; 100 shares, no par.

S. & J. Theatre Corp., New York, theatricals; $5,000.

Salient Picture Corp., Manhattan; pictures; 200 shares, no par.

J. A. D. Corp., New York; pictures; 50 shares, no par.

Change of Names

From Forward Pictures Corp. to N. Y. Eagle Pictures Corp.

California

Sacramento, May 8.

Metrotone, Inc. Capital stock, 250 shares, none subscribed. M. E. Marshall, Roger Marchetti, A. V. Falcone.

Angelus Productions. Capital stock, 100 shares, all subscribed. David Welts, R. F. Judell, Lee Mohrman.

Permits to sell stock issued to:

Kelly, Bischoff and Saal Productions, Inc. M. p. productions. To issue three out of 1,000 shares, no par.

Judgments

Los Angeles

Rainbow Gardens; Charles B. Montalbano; $536.

Josephine Sedgwick; Fox West Coast Theatres, Inc., Loew's State theatre; costs.

George M. Bly; Bay Amusement Co.; costs.

Josephine Sedgwick; Fox-West Coast Theatres, Inc., costs.

Spring Valley Theatre Corp.; Columbia Pictures Corp.; $686.

H. N. Y. Theatre Corp.; Columbia Pictures Corp.; $241.

H. N. Y. Theatre Corp.; RKO Distributing Corp.; $21.

H. Morris Markowitz; First Division Exchanges, $179.

Willard Mack; Century Play Co.; $121.

A. J. Stasing Music Co.; Edward G. Nelson; $3,030.

Stock Market

(Continued from page 6)

assume the creditor's role, which is the position of bond holders. There hasn't yet been a dollar of actual inflation. Money is still at a high level in the U. S. Buyers of bonds would be merely spending high value money for a yield in debased money and ultimate payment of their debt in money still more debased if inflation were certain.

It is otherwise with holders of stocks, which represent partnerships in business which sells goods for high price in depreciated money and pay dividends in like ratio. If goods are high in terms of cheap money, partnerships pay large profits. Hence the significance of stock prices that stand still and bond prices that push ahead. The situation last week certainly forecast expectation somewhere that the President might prick the bubble.

Stubborn Short Interest

Another signal marketwise was the very trifling decrease in the outstanding short interest as reported by the Exchange for May 1. From April 3 to May 1 the short interest declined 3.4%, contracting only 49,544 shares to 1,415,330 shares. Still more significant, during the entire period of the inflation—from the end of the bank holiday until May 1—the short interest actually increased. The figures are 1,343,901 shares for the short account May 14, the smallest in two years, compared to the May 1 total of 1,415,330.

The meagreness of the covering movement—it amounted to about 12,000 shares a week on an average from April to May—certainly argues a stubborn attitude on the part of the bears who, until the issue of inflation is conclusively settled, have as much chance to be right as the bulls. It seems reasonable to assume that those who have been selling stock short—which is another way of going long on money—have been buying bonds. This would explain a situation that has puzzled financial observers during the entire market flurry, now three or four weeks long. That is the advance of bonds abreast of stocks, the two things being irreconcilable as growing out of inflation expectations.

Condition in the Street seems to have been that there were two parties, one gambling on some sort of extreme inflation and stocks, and the other coppering that position by selling stocks and buying bonds. The group that leaned to bonds undoubtedly had some insurance for their position in the clear improvement of business since the new administration came into power. At least, if inflation came and there was a price recovery, their bonds (most of them selling now at receivership prices) would be saved from collapse, even if they did not return a relatively high yield in depreciated money. The announcement that the President would clarify the administration's policies in certain respects, crystallized the whole situation late last week. Pending his remarks—that is to say during Friday and Saturday—the inflation partisans appeared, from the performance of the tape, to have backed down rather precipitately, taking profits with a good deal of urgency in stocks, while the bond owners appeared to be standing by their guns. Clearly in the last two days of last week the speculative situation changed in the Street. From being one-sided toward inflation and a runaway market, it became distinctly a hedging affair in stocks.

There probably was not a very considerable long play in the amusement stocks. Their performance during the brisk upturn—it reached something like 33% in the general industrial list—precluded any possibility that any important investment buying was coming into the group. Rather it seemed likely that cliques here and there gave their amusement favorites a brief whirl and took narrow profits when it was possible. Loew's, for instance, which has the strongest market following in the group (if indeed it is not the only common stock among the theatre issues that has any following at all) climbed to a new top on the movement at 17⅝, moving slowly despite important looking turnover.

On bulges there were signs of profit-taking, with only one exception. Loew's had a rather sharp run-up Thursday morning, moving in good sized blocks with an appearance of determined bidding up. It might have been no more than the climax of a speculative operation, but for the first time the stock got into the movement with some gusto instead of trailing. At its best of the recovery Loew's was still below its extreme bottom of 1932, while most of the leaders were making peaks above those of last September's climb.

Meanwhile, Loew's bonds were making steady, quiet progress. The Old Keith liens were going ahead in a similarly impressive fashion and the two Paramount loans climbed out of their recent rut, although in not quite so impressive a manner. The Par bonds and the Warner debentures have lately been subjected to spectacular rises and declines which suggests that they are being used as a purely speculative medium. In a lesser way the same applies to the Pathe 7's. But the Loew and Keith liens seem to have attracted some substantial support, partly speculative probably, but with some appearance of investment buying. At least some such inference may be taken from the ticker performance of the theatre stocks and bonds.

Largest gain in any of the theatre common stocks appeared in Loew's at 1⅝ net at 16⅝, while the same company's bonds jumped 7 points net at 72, where they closed, best on the recovery from 48. Keith's was up 8 net at 42, a new high for the year, while a single sale of Pathe bonds marked up a loss of 6⅛. Old Par-Famous 6's gained ⅝ at 7 after touching a fraction above that and the Par-Publix 5½'s gained 1⅛, again establishing its heavy premium over the older obligation.

The Friday and Saturday retreat was scarcely a rout, but it was the first real break in a solid advance for more than three weeks. Kodak made a new top for the year at 67⅛, but closed the week at 65 unchanged. Loew's senior stock gained 4⅝ at 53⅛ after touching 54, its best on the April-May recovery.

There were signs of new interest in a number of lesser issues in the theatre family, minor straws perhaps showing the direction of the winds of new business activity, or perhaps merely individual speculative campaigns. Both Consolidated Film stocks made relatively important gains and held most of them. There was a stir in Columbia, which made a double top for this year and longer, at 12, but reacted to 10⅝. Radio Corp. turned over in enormous volume, touching a new high spot for the year at 8¼, but losing part of the week's gain, with a close of 7⅛, net ⅞ up. Universal, the only 'inactive' to make its appearance, jumped 2½ to 12½ and closed at the top.

Summary for week ending Saturday, May 6:

STOCK EXCHANGE

1933 High.	1933 Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net chg. for wk.
1⅝	⅞	100	American Seat	1¼	1¼	1¼	− ⅛
4¼	1⅞	2,600	Consol. Film	3⅝	2⅝	3½	+ ⅛
12	6⅝	7,700	Columbia P. vtc	12	9⅝	10⅝	+ ⅝
11⅝	5⅞	5,100	Consol. Film pfd	8⅝	7⅞	8½	+ ⅛
67⅛	46	32,400	Eastman Kodak (3)	67⅛	63⅝	65	
2⅛	⅝	10,400	Fox, Class A	2⅝	1⅞	2⅝	+ ⅛
21	10⅛	91,400	Gen. Elec. (40c.)	21	19	20½	+1
14	8	.....	Keith pfd	..	..	10 bid	
21⅛	8⅛	44,500	Loew (1)	17⅝	15⅝	16⅝	+1⅝
56⅛	35	1,800	Do pref. (6½)	54	50	53¼	+4⅝
4	1⅝	1,800	Madison Sq. Garden	4	3½	3½	
19	13½	500	Met-G-M pref. (1.89)	18	16⅞	18	+2¼
5	1¼	.....	Orpheum pfd	..	..	1¼ bid	
⅞	⅛	900	Paramount cfs	⅝	⅝	⅝	+ ⅛
⅝	¼	4,200	Pathe Exchange	⅝	½	⅝	
2⅛	1¼	1,800	Pathe, Class A	2½	2	2	− ⅛
8¼	3	599,200	Radio Corp	8¼	6⅝	7⅛	+ ⅞
3⅝	1	13,200	RKO	2⅝	2⅛	2⅝	+ ⅛
15⅝	10⅝	90	Universal pref	15⅝	11⅛	12⅝	+2½
3	1	34,700	Warner Bros	3	2⅝	2⅝	− ⅛
6⅝	4¼	.....	Do pfd	..	..	5 bid	
37⅝	19⅝	128,900	Westinghouse	37⅝	34⅞	35⅝	− ⅝

CURB

1933 High.	1933 Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net chg. for wk.
11	7	100	Columbia Picts	9	9	9	+ ⅝
⅝	⅛	1,000	Gen. Thea. E. pfd	¼	¼	¼	+ ⅛
4⅝	2⅝	7,600	Technicolor	4⅝	3⅞	4⅛	+ ⅝
2	1⅛	1,400	Trans Lux	2	1⅞	2	+ ¼

BONDS

1933 High.	1933 Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net chg. for wk.
2⅛	1	$19,000	Gen. Thea. Eq. '40	2¼	1⅞	2	− ⅛
42	29½	31,000	Keith 6's, '46	42	36	42	+8
84½	48	47,000	Loew 6's, '41	72	66	72	+7
72	47½	1,000	Pathe 7's, '37	62	62	62	−6⅛
16⅞	4½	34,000	Par-Fam-Lasky 6's, '47	7½	4	7	+ ⅝
10¼	5⅝	45,000	Par-Pub 5½'s, '50	9¼	7½	9⅝	+1⅛
10	8½	.....	RKO debs 6's	..	..	..	
26⅛	12	119,000	Warner Bros. 6's, '39	25⅞	22¼	23⅞	− ⅛

N. Y. Produce Exchange

1933 High.	1933 Low.	Sales.	Issue and rate.	High.	Low.	Last.	Net chg. for wk.
30	17	10,900	Par-Pub	30	27	[illegible]	

Over the Counter, N. Y.

Bid	Asked.		Issue				
⅛	1	.....	Roxy, Class A	..		—	

Something different

IN NEWSPAPER ADS

Something new in theatre advertising...to do justice to this uproarious Jesse L. Lasky production. They'll stand out on your newspaper page like a sunflower in a bed of pansies. They're the answer to how to get *the most* out of this sure-fire comedy. The drawings on this page are illustrations from the ads on the FOX press book. Get it and get rich!

THE WARRIOR'S HUSBAND

with

ELISSA LANDI

MARJORIE RAMBEAU ERNEST TRUEX

DAVID MANNERS

From the play by Julian Thompson
Directed by Walter Lang
JESSE L. LASKY Production

HIT NO. 4 IN THE FOX *May* FESTIVAL

Moratorium on Anti-Trust Law Proceedings Welcomed All Around

Waiving of anti-trust laws, as incorporated in Roosevelt's emergency platform to aid industry, is being welcomed by independent exhibitor leaders as well as distributors. But, each side has its own version as to how it will work.

Distribs see the re-legalizing of zoning, compulsory arbitration, uniform contract, credit committees, complete block booking—all of the practices ruled out by the Federal Trade Commission and Court on the anti-trust angle.

The indie picture is that President Roosevelt will rule against 'film hoarding' as it is now claimed to be represented in the big-run theatres of the country. Roosevelt, indies feel certain, will make it possible for all exhibitors who have the money to be able to buy pictures on the auction block—that any indie who has the price can become a first-run.

Fair arbitration methods are endorsed by the indie.

From indications now there will be one great round table in Washington and plenty of film bickering if the President declares an anti-trust holiday.

4,200-Seat Ex-Publix Mpls. Showcase May Again Become Par's

Minneapolis, May 8.

The Minnesota Amus. Co., Publix Northwest circuit in receivership, is reported to have the inside track in the competition to obtain a lease on the 4,200-seat Minnesota theatre here. It is expected that a deal will be completed this week. Local owners of the big deluxe showhouse, dark for more than a year, are entitled to possession of it as a result of an action brought against Paramount-Publix, its lessees since its opening five years ago. A suit also is pending against Paramount-Publix for unpaid rental.

The lease held by P-P called for a weekly rental of approximately $3,500 and the house is understood to have cost the defunct company more than $5,000 a week to carry, including taxes, etc., even when dark. It is reported that the new lease will stipulate a starting rental of around $1,500 a week, just sufficient to pay taxes and ground rent.

Robert Driscoll, attorney for the owners, says that a number of parties are negotiating for the theatre. If the Publix circuit here gets the house it will continue dark throughout the summer and reopen in the fall.

Col. Plugging Beer, Tires, Shoes in New Tie-Ups

Hollywood, May 8.

Columbia has deals underway, or set, for the plugging of Schlitz beer, Goodyear tires and Florsheim shoes in its features in return for ballyhoo of the pictures by the commercial manufacturers.

Studio will send Dick Pritchard east this week to put the proposition before other manufacturers.

Zukor's Nephews to Have Own Ad Service

Les and Herb Kaufman, nephews of Adolph Zukor, identified with Paramount Publix for many years, are establishing an advertising-publicity service of their own to be known as Kaufman Associatee, Inc.

With Publix seven years, Les Kaufman wound up Thursday (4) at the N. Y. Par for which he was doing publicity. Herb Kaufman, formerly managed the Criterion, N. Y. He has been 10 years with P-P

Allied Exhibs Fight Free Films for Stores

Minneapolis, May 8.

Declaring that serious inroads on the incomes of exhibitors are threatened at a time when they are engaged in a life and death struggle for existence, the Northwest Allied States, independent exhibitors' organization, has launched a fight against 'the rapidly spreading menace of free store shows.'

Action was precipitated by announcement of the Sears, Roebuck branch here that it would offer 'free movies for children' on three successive Saturday mornings. Protests against these showe were despatched to the concern and to the Minneapolis Film Board of Trade. The latter was urged to refuse to supply film for the shows. A denunciation of this 'unfair competition' also was voiced by W. R. Frank, president of Northwest Allied States, in a statement to the trade press.

PAR'S BIG BALLY PLANS INSPIRED BY '42D ST.'

Big ballyhoo plans on a national scale for a half dozen or more of the 1933-'34 pictures scheduled is planned by Paramount. John C. Flinn, who has returned to New York from the Coast, will be in complete charge of this phase of exploitation.

The Warner '42nd Street' train idea, admittedly of boxoffice value to that picture, is said to have pointed the way for Par in decision to set up a special department on ballyhoo alone.

In addition to an international beauty contest for selection of a group of boys and girls to appear in one of the new season's productions, several pictures are in mind for the special b.o. bally and will get it if shaping. A hookup that ties in with the World's Fair indirectly is also in line. This is through an option by Par for the use of beauty contest winners in one of the 1933-'34 pictures. Winners will come out of a Chicago 'Tribune' contest in line with the Fair.

Alberni's Debt List

Los Angeles, May 8.

Bankruptcy schedule of Luis Alberni reveals liabilities of $8,137 and practically no assets. Many of the debts are to professional people both on the Coast and in New York.

These include Estate of Louis Wolheim, $1,400; Arthur Hopkins, $650; Sam Harris, $150; William Gill (commission) $450. William Boyd, $250; George Fawcett, $50; Wallace Ford, $25; Bob Armstrong, $150; Lee Tracy, $100; 'Standard Casting Directory,' $321; Erville Alderson, $100.

HUSTON RAY BANKRUPT

Huston Ray has turned to the U. S. Court in New York with his financial affairs.

Petition in bankruptcy filed by the pianist-orchestra leader gives total liabilities as $9,305 and no assets.

Retitle Fox's 'American'

Hollywood, May 8.

Fox's 'The American' has been retitled 'The Man Who Dared.'

Story is based on the life of Chicago's late Mayor Cermak.

Same Old Faces

Hollywood, May 8.

The same 'fierce savages' popping up in various African expeditionary pictures, and taking almost identical postures for the cameras, are rapidly destroying the illusion of African wildness, as portrayed in the jungle features. Natives, obviously, are dependable 'extras' of the dark continent who turn 'savage' to order at so much per.

Sidney Kandel of General Film Library discovered these repeaters in film acquired for stock from various African pics. Same thing is true of South Sea films, he says.

—*From 'Variety's' Hollywood Bulletin.*

Mono Moving In, Educa. Out of Its Own Coast Plant

Hollywood, May 8.

All producers on the Educational lot received notice Friday (5) to vacate their offices within the next three weeks as the entire studio has been leased to Monogram, with Educational probably moving its headquarters and production activities to the E. W. Hammons-Erpi owned studio, the Metropolitan.

Affected by the order are William Berke and Dallas Fitzgerald, producing independently, and Charlie Burr and Al Christie, who are making Educational shorts.

Transfer of Educational to the Met lot depends on the arrangement between the shorts company and Fox on the coming year's output.

Monogram's new season program of 26 features is to be budgeted at around $85,000, which raises the ante $10,000 per production over last year's allowance. Figured that a more generous expenditure will show a profit by widening the booking range of the indie output.

I. E. Chadwick, out as Monogram producer, says that the company owes him $18,000 and is demanding an accounting.

FOX GETS FIRST OKAY TO WORK ON DAM SITE

Hollywood, May 8.

Government has given permission to Fox to send the 'I Loved You Wednesday' company on location to Boulder Dam. Yarn has the dam written in several sequences.

First time a picture company has received permission to work at the dam. Heretofore government has only permitted a cameraman to go into the Colorado Gorge.

Dance in Theatre

Gov. Herbert Lehman, of New York, heads the list of sponsors of the benefit performance and dance for the relief of Jews in Germany, to be held at the old Roxy, New York, on Saturday (13). Also on the committee with Gov. Lehman are Howard S. Cullman, commissioner of the Port of New York Authority, and receiver for the theatre.

Tickets from Theodore Bedman, treasurer, 36 W. 69th St., New York City.

Picture Possibilities

'Man Bites Dog'—Favorable

'MAN BITES DOG' (Farce Comedy, Theron Bamberger, Lyceum). Newspaper play with a good comedy idea. Scenario would doubtless be better than original script. *Ibee.*

'Hilda Cassidy'—Unfavorable

'HILDA CASSIDY' (Drama, Robert Stephens, Inc., Beck). Story of a two women and one man triangle, in the tenements. Has color of a sort, but is not well worked out. *Ibee.*

'Little Ol' Boy'—Favorable

'LITTLE OL' BOY' (Drama, Henry Hammond, Playhouse). Story of a boys' reform school. Best of its type to date and should be worth while for screen. *Ibee.*

Par Self-Financing Its '34 Product From Current Receipts; 61 Next Year

Maj. Drops Programmers As Budget Is Tilted

Hollywood, May 8.

Majestic will have no regular program for the coming year, intending to sell each picture separately. Move was decided on at the recent New York convention, when it also was agreed to boost th ecost of Majestic's films to between $75,000 and $100,000.

Because of the budget boost, company will not complete its current year's program, which was sold as cheaper product. All coming pictures get the separate selling talk.

Mapestic expects to produce an average of one film a month. First to go in are 'Curtain at Eight,' starting this week, and 'Woman in the Chair,' May 25.

Company is readjusting its budget upward in the belief that with the elimination of dual bills a lower-priced product will not stand on its own.

MAYFAIR-ROYER PIX DEAL OFF; QUALITY

Hollywood, May 8.

Contract of Fanchon Royer, indie producer, to make a total of 12 pictures this year for release by Mayfair, has been cancelled following delivery of four productions. Differences arose, from information, when Miss Royer demanded more money. Mayfair contended pictures she had turned out so far for the company hadn't measured up.

With relations broken, Miss Royer will distribute independently through state rights.

Agents in Academy Only If Clients Get Sq. Deal

Hollywood, May 8.

Provision whereby agents pledge themselves to nullify contracts when, after a specified time, they have not obtained work for their clients, has been adopted by the Academy committee drafting the rules for an agent membership in the organization.

Two more meetings of the Academy committee will be held before the percentors are called in.

ERPI's Astoria Rental Figure at $600 a Day

Legal complications, involving the actual present ownership of the property, are still delaying Western Electric's occupancy of Paramount's Astoria studios.

Monday afternoon it was officially reported that the deal will be completed probably before Friday.

A complete working plan is reported set by the electric. On a rental basis, ERPI, furnishing carpenters and electricians, is understood ready to ask producers on an average of $600 per day.

Bill Jenkins Shifts

Bill Jenkins, former Publix division manager in the Texas territory and later a partner of R. J. O'Donnell over southern houses, has transferred to Atlanta, where he becomes associated with Arthur Lucas in the Lucas-Publix partnership in Georgia.

Shortly after the O'Donnell-Jenkins partnership was worked out for Texas, these Publix houses were pooled with those of the Interstate circuit.

John Corwin Smith, Majestic manager, stays with the Hoblitzelle force, as home office executive. Paul Short moves up from Southern Enterprises' Melba to replace Smith. A. R. Lever, hardly reinstalled at his Old Mill job, jerked to manage the Melba. Dick Foy, son of the late Eddie Foy, now hangs his hat at the Old Mill. Staffs at each house unchanged.

Preparing to begin production of the coming season's (1933-'34) product sometime in June, Paramount believes it will be able to carry the studio over the summer at normal capacity without going outside for money. Conserving its current film rental returns, company looks to this as its 'war chest' for production purposes between now and the fall.

Budget to cover the 61 pictures to be announced for the new year will be worked out in two or three weeks and be substantially lower than in past, probably calling for an average production cost of around $200,000 or under. Of the 61 pictures, one will be a Harold Lloyd production, financed as usual by Lloyd.

This season a total of 61 pictures will be delivered. Balance to come numbers 16, all of which are completed or in process of work. Of these, five release this month, six in June and five in July, new product beginning around Aug. 1. Par has been meeting release dates this season on the nose and hopes to be able to deliver as promptly next year.

Series of Sales Meets

Present plans of Par call for elimination for the first time of a national sales convention in favor of regional meetings.

Over the week-end (5-6-7) George Schaefer, his division and district managers met in Atlantic City to report on business this year and to estimate the possibilities for 1933-'34 along with discussion of sales plans. This conference was called by Schaefer with a view to get a line on what the new season offered the major companies, following various changes in business conditions, the theatre map, etc.

In a few weeks the first of the regionals will be held. These conferences on the new product and sales policies will be held in New York, Boston, Chicago, one on the coast, either Los Angeles or San Francisco, and one or two in the south, probably in Atlanta and another in Dallas, key exchange points.

RKO'S COMMITTEE TO SUPERVISE H. O. CUTS

While so far the latest economy trend at RKO, has been to eliminate bookkeepers mostly and minor clerks, further economies are looked for in the home office end of the theatre company, in the usual summer foray towards cutting down expenses. Towards this end, H. B. Franklin has set up a committee to survey the situation and make recommendations for cutting. It is headed by Walter L. Brown, representative of the Irving Trust, receiver in equity for RKO.

Serving with Brown on the committee are Herschel Stuart, O. R. MacMahon, Phil Stern and Paul Shucker. Shucker is one of the Wolf committee, a group of banker reps who have been surveying the RKO theatre financial setups for some months.

Shanberg & Woolf Score Point in Fox-Midland Plea

Minneapolis, May 8.

U. S. Circuit Court of Appeals has decreed in favor of Shanberg & Woolf of Kansas City in an action to compel Federal Judge Albert C. Reeves of Kansas City to receive and pass on their petition to stay the bankruptcy proceedings of the Fox-Midland circuit of Missouri. S. & W. contended that the theatres owned by them and under lease to Fox-Midland would be adversely affected unless the bankruptcy is stayed until determination of their motion for its permanent dismissal on the grounds of fraud and conspiracy. The circuit court recommended that they file another petition with Judge Reeves for a stay.

Shanberg & Woolf pointed out that considerable time necessarily must elapse before their motion for permanent dismissal can be heard because a large amount of testimony has to be taken in Los Angeles and elsewhere.

It is charged that certain alleged creditors are not creditors at all. One of these specified in the complaint is Chase National Bank of New York, with a claim of $1,000,000.